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WAR FOOD ADMINISTRATION
Office of Marketing Services

Reserve Egg Campaign Kit

(Plug for Small and Lower Grade Eggs)

Fresh eggs have been coming to markets in large numbers within the past month. Demand for the large size Grade A eggs has been sufficient to keep this stock moving. Smaller and lower grade eggs have been piling up because of consumer preference for the top-quality large eggs.

So, if you're economy minded, you'll want to consider those Grade B and smaller eggs for a number of cooking purposes. They're as satisfactory as the Grade A eggs for baking and the many cooking purposes where eggs are combined with other foods. The food value is the same--the main difference in lower grade eggs is in the whipping qualities.....the white of the Grade B egg may whip even better than higher grade eggs. Smaller and lower grade eggs are fine for use in waffles, puddings, sauces, and scalloped egg dishes.

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THE HISTORY OF THE
CITY OF NEW-YORK

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THE HISTORY OF THE

CITY OF NEW-YORK

FROM THE FIRST SETTLEMENT TO THE PRESENT TIME

BY JACOB KNEELAND, ESQ. OF NEW-YORK

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1847

THE HISTORY OF THE

CITY OF NEW-YORK

FROM THE FIRST SETTLEMENT TO THE PRESENT TIME

WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

(This for use only in event of burdensome supplies of eggs locally--or to be modified to suit local supply conditions.)

Poultry producers are doing a war job by supplying the nation with increasing quantities of eggs. In the _____ market, eggs are now in temporary abundance. Eggs are now at the seasonal low point in price. They are better because they're moving quickly from farms directly into trade channels.

1870

1871

1872

1873

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WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

(this for use only in event of burdensome supplies of eggs locally--or to be modified to suit local supply conditions.)

(For use by women's Program director)

"Use more eggs this month, to stretch our short meat supply," is the suggestion of the War Food Administration.

The eggs now coming to market in such abundance are at a peak level in quality and freshness. Let's consider a minute how more eggs can be used advantageously for family meals. Six eggs can go into the making of a sponge cake. Sponge cake is feather-light and delicious. It takes little sugar and no rationed cooking fats. Other eggs could go into a main dish for the family dinner. Make this main dish scalloped eggs and macaroni, and you've provided the protein food for the meal. That's one way of using more eggs to improve the family diet.

Here's another. Use hard cooked eggs for sandwiches in school or work lunches. Make a custard for desserts. Use eggs in hot muffins at breakfast. And eggs hard cooked will garnish a dish of spring greens.

There are hundreds of other ways of using eggs. It would be difficult to name a food that's more versatile. And when you serve them you are seeing that your family gets good quality protein, iron, and phosphorus...also the Vitamin A, D and riboflavin.

As for a general tip on egg cookery...follow the usual rule for cooking protein foods...use moderate, even heat and the eggs will be tender instead of tough and leathery.

Poultry farmers have worked overtime. The hens have supplied us well. Can the homemaker do less than rise to the challenge.

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WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

(This for use only in event of burdensome supplies of eggs locally--or to be modified to suit local supply conditions.)

Women's Page Feature

One of the most persistent of wrong ideas about foods held by many Americans is the belief that the color of an egg shell has a bearing on its quality. The "white shell" school will argue bitterly that only white shell eggs are really "quality." The "brown shell" school is equally positive in its claims.

Both schools are dead wrong. The color of the egg shell has absolutely nothing to do with the quality or value of an egg. Even experts in the field cannot tell by any known test whether an egg has come from a white or a brown shell after it has been removed from the shell. Some broods of chickens just naturally lay brown shell eggs--and some lay eggs with white shells (and the chickens can't change their shells.)

Right now, many eggs, both white and brown, are coming into local food markets at prices that will probably be the lowest of the year. Unless these eggs are purchased and either used or preserved now, a substantial loss of valuable food will occur. Through selective breeding, better feeding and the natural seasonal upswing in the production habits of the hen, there is a temporary abundance of eggs in this locality.

War Food Administration officials urge every housewife to "buy at least an extra dozen eggs this week and store them in the refrigerator." Eggs can alternate with meat in furnishing the necessary efficient protein in meals. They also supply substantial amounts of vitamin A, iron, and phosphorus. Abundance of eggs at this time should prove welcome to housewives who've been forced to cut down on meat purchases.

Experienced cooks point out that "there are probably as many attractive ways of preparing eggs as any known food. Egg cookery ranges all the way from simple cooking in the shell to the delicious omelettes, souffles and other egg dishes that have delighted both ordinary folks and emperors for centuries."

WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

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to suit local supply conditions.)

Newspaper Feature

Biddy the Hen, a good neighbor,
Said, waving her claw like a sabro--
"The Eggs we produce
"Must be put to good use
"Help consume the fresh fruits of our labor."

Yes, Biddy the Hen, Sublimo Eggsalted President of the Associated Egg layers
and Chicken Food Marching Society, was eggcited when interviewed at a nearby hen-
nery today by a (_____) reporter.

"The injustice of it all alarms me and my countless egg-laying sisters,"
cackled Biddy. "We have been eggsorted to produce our products on a scale
hitherto undreamed of in henhouse history. And we have done it. The hens of
this nation are finally on a schedule where they lay even more eggs than radio
comedians--and what comes of it."

This reporter didn't know--and admitted it.

"Well," said Biddy, "we have produced so many eggs right in this very section
that this very day there is a threatened surplus of the fine, lovely, nourishing
eggs we lay. Let me tell you, a hen doesn't like to spend the best years of her
life as an egg factory--and then see her genius spurned."

Politely, we inquired what should be done.

"Done?" replied Biddy, "These eggs must be used, now--or waste. There is too
little food in today's world to permit waste of a fine protein food like eggs.
They can be served at any meal. Right now they're cheaper than at any time of the
year. Every housewife who hates waste should buy and use--or store an extra dozen
or so in the refrigerator. Meats are not plentiful but superior eggs like I lay
are abundant, and housewives can prepare them in many different, appetizing ways.

"Let me make it clear," chirped Biddy, "us hens are glad to do our part in
producing food for a hungry world. But we want our masterpieces appreciated and
consumed when delightfully fresh. Any other course would result in something
unthinkable to hens."

And in ignorance, this reporter asked what would be unthinkable to hens.
"Oh," said Biddy. "we might decide to stop laying and be just a bunch of clucks.
That would be incredibly fowl."

Eggsactly.

WAR FOOD ADMINISTRATION
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Egg Campaign Kit

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There is a temporary abundance of eggs on the (name of town) markets. For this reason, the War Food Administration has launched a local "eat more eggs" campaign, and is enlisting the aid of community groups, state and local Government agencies and the food trades.

Buying an extra dozen eggs this week will be a splendid way of saying thanks to the poultry men for keeping us supplied with this important protein food. Also it will help stretch out smaller supplies of meat for civilians.

As for price....eggs are now selling to the advantage of the consumer. This means that the breakfast egg may now be supplemented by eggs in main dishes at other meals. The clever cook will welcome these egg dishes as an alternate for meat. And of course, eggs fit perfectly into any number of quick breads, waffles, cakes, salad dressings, sauces, desserts and drinks.

The eggs now coming to market are in ample supply. So whip out the card files of recipes, and put this wonderful dividend of eggs to work for the family.

WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

Women's Page Feature

-----homemakers will have ample opportunity to

----- (city or county) -----
stretch their meats and fats ration points through using eggs which are
currently in abundance supply, -----, District WFA representative
(HOME DEMONSTRATION AGENT, OR OTHER APPROPRIATE PERSON) said today.

"Eggs are rich in protein, minerals and vitamins, "Mr. -----
pointed out. "In addition, they are one of the relatively low-cost foods
which provides 'complete' protein -- that is, protein so efficient that it
not only maintains life, but also supports growth. Eggs have the same high-
quality protein that is found in meat or milk."

In the face of tight meat supplies, eggs are particularly valuable as
meat-stretchers or meat alternates, Mr. ----- observed. Through
serving egg dishes in lieu of meats, ration points saved can be used for
high-point-value butter, choice cuts of meats, margarine and cheeses.

Consumer and seller alike can profit through this current supply
situation, the WFA official, said. Immediate sales will assure producers
of adequate return for their investments, and housewives can use all avail-
able supplies in planning meals which are generally restricted by shortages
of other foodstuffs. Preserving eggs by cold storage, processing, freezing
or drying will extend their use into periods when fresh eggs begin to be
less plentiful, he explained.

Nutritional experts have recommended an egg a day, in plentiful seasons,
Mr. ----- said, particularly for children and expectant and
nursing mothers. The present abundant supplies should provide adequate means
for everyone to share in "extra" nutritional opportunities.

Besides their nutritional value, eggs can be easily prepared in a
variety of ways for all types of meals, Mr. ----- said.

WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

Women's Page Feature

Homemakers with an eye to future food supplies have a chance to buy extra eggs during the current abundance for preservation for later use, _____, (HOME DEMONSTRATION AGENT, WFA DISTRICT REPRESENTATIVE OR OTHER APPROPRIATE PERSON) said today.

In view of continued shortages of most meats, eggs serve a valuable purpose in supplying needed protein, Miss _____ pointed out. Furthermore, eggs are one of the low-cost 'complete' protein foods, in addition to containing important mineral and vitamin content.

"Housewives will be wise to buy eggs in large quantities now," Miss _____ said, "as many as they can use. Eggs are easily prepared in a number of delicious ways, from breakfast delicacies to dinner entrees. Besides their nutritional worth, they are tasty, appetizing and attractive in appearance when cooked simply as eggs or in other foods.

There are many ways of preserving eggs in excess of those that are immediately consumed, the demonstration agent (OR OTHER IDENTIFICATION) said. One method is in "water glass," the common name for sodium silicate, which may be purchased at any drugstore. The solution is made by adding a quart of water glass to 9 quarts of water that has been boiled and cooled. Place the mixture in a five-gallon crock or jar, add about 14 dozen fresh clean eggs, with sound shells, and store in a cool place. There should be at least 2 inches of the solution over the eggs.

"Quick freezing is another effective way of preserving eggs," Miss _____ said. "Only liquid eggs should be frozen. Break fresh clean eggs into a clean bowl. Dirt from soiled eggs may spoil the keeping qualities. Add one tablespoon of corn syrup to each two cups of liquid eggs. Break all yolks. Mix thoroughly but don't whip in air. This syrup and mixing prevents gumminess in thawed yolks. Separate whites from yolks when breaking, if desired. Add syrup or honey to yolks and beat the mixture as in the whole eggs, but package the white without adding anything or mixing. Eggs should be packaged in moisture-vapor-proof containers. Freeze them promptly, store at 0 degrees F, and use thawed eggs promptly. One tablespoon of yolks equals one egg yolk, and one and one-half tablespoon of whites equals the white from one egg."

Eggs can also be stored in freezer-locker plants, Miss _____ said. In some communities, a small chill room or "walk in" cooler equipped with electric refrigeration is used by several families, she explained. Ordinary storage in the family refrigerator is another way of preservation.

"The eggs are here to use today," Miss _____ declared, "and they can be put to use tomorrow, too, if the housewife is judicious in buying and preserving them now."

WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

Women's Page Feature

More and more housewives are going in for meals with "eggs-appeal" these days. And there are mighty good reasons behind this fact.

First, eggs are plentiful. Hens have gone all-out in egg production to bring about abundant supplies this spring almost comparable with last year's laying spree.

Secondly, in a food supply notably lacking in many meats, cheeses and so forth, on which war needs have first call, the housewife can use eggs as the entree of the meal. The nutritional value of eggs is top-rate: proteins of the class of those in milk and meat; three of the B vitamins -- thiamine, riboflavin, niacin -- plus vitamins A and D, and a mineral supply that includes an abundance of iron in the egg yolk.

The housewife can save valuable ration points, needed for fats as well as meats, through ample use of eggs.

The egg is a versatile food. Long accepted as a breakfast "must" by many homemakers and their discerning families, it is now appearing more often on luncheon and dinner menus. Eggs as eggs are "plenty good", in school-kid parlance -- and it's this kind of praise a housewife likes to hear. But the possibilities of using eggs in other foods are practically limitless. Besides being tasty, egg dishes lend themselves readily to attractive appearance, as garnishes, and in combination with other colorful foods.

Through clever planning, a housewife can use eggs several times a day, in times of plenty, with each use entirely different.

The cardinal rule to follow when cooking eggs -- whether in water, frying pan or oven -- is to cook them with low to moderate and even heat. Eggs cooked at too high a temperature are likely to be tough and leathery. To prevent curdling, the same rule holds true -- simmer gently; don't boil. And in making

custards, or other dishes which call for hot milk to be added to eggs, mix sugar with the egg and not with the milk. Add hot liquids to the beaten egg a little at a time. In beating egg whites, let the whites stand a while until they reach room temperature. They whip better at this temperature. Adding a pinch of salt before beating tends to make a larger foam. Fold beaten egg white in to mixtures rather than stir. Overmixing causes loss of air which has been beaten into the whites.

Eggs can be prepared in myriad ways including the old standby frying, scrambling, making omelets, poaching, creaming, baking, and simmering in the shell. A "basic" omelet can be dressed up by serving with mushroom, tomato, cheese or Spanish sauce. Or into an omelet can be folded asparagus tips, peas, or sliced onions browned in fat. Or if you like a sweet omelet spread the top with jelly or marmalade before you roll out into a hot platter.

Interesting use of eggs may be found in the following recipes:

Egg and Potato Scallop

2 tablespoons fat, melted	Pepper
2 tablespoons flour	6 medium-sized cooked potatoes, sliced
2 cups milk	4 to 6 hard-cooked eggs, sliced
1 tablespoon minced parsley or	1 cut soft bread crumbs
watercress, if available	1 1/2 teaspoons salt

Blend melted fat and flour thoroughly. Add milk. Cook over low heat, stirring constantly, until thickened. Add parsley or watercress, salt and pepper. Place alternate layers of potatoes and eggs in a greased baking dish and pour the white sauce over the top. Sprinkle with the bread crumbs. Bake in a moderately hot oven (375 degrees F.) 15 to 20 minutes, or until the crumbs are browned. For variety, use cooked peas or sliced green beans in place of the potatoes.

Eggaroni

2 tablespoons fat	2 teaspoons minced onion
2 tablespoons flour	4 to 6 hard-cooked eggs, quartered
2 cups milk	2 cups cooked macaroni
1 tablespoon horseradish (if desired)	Salt and Pepper

Melt the fat and blend in the flour. Pour in the milk and cook over low heat, stirring constantly until thickened. Add horseradish, onion, eggs, and macaroni. Season with salt and pepper. Sprinkle with grated cheese, if desired, and serve with toast. For a baked dish, pour the mixture into a greased baking dish, top with fine, dry bread crumbs, mixed with a little melted fat, and bake in a moderate oven (350 degrees F.) 20 to 30 minutes. Grated cheese may be added to the bread crumbs before sprinkling them over the top of the dish, and color can be brought out through quartering two medium sized tomatoes, pressing the cut sides into the top of the mixture so that the skin side is exposed, and baking after bread crumbs have been sprinkled.

Egg Toast

Add $\frac{3}{4}$ cup milk and $\frac{1}{4}$ teaspoon salt to 1 or 2 beaten eggs. Mix thoroughly. Dip both sides of bread slices quickly into the egg mixture. Melt a little fat in a frying pan, and brown bread on both sides over moderate heat. Makes 10 to 12 slices.

Eggs in Sandwiches

Mix scrambled eggs, hot or cold, with catsup or cooked tomatoes. Combine sliced or chopped hard-cooked eggs, chopped pickle and salad dressing to moisten.

Spread toast slices with peanut butter, add a slice of tomato that has been rolled in bread crumbs and fried in a little fat, and top with a poached egg. Sprinkle with salt and pepper.

Molded Egg Salad.

1 tablespoon unflavored gelatin	2 tbsp. chopped green pepper
$\frac{1}{4}$ cup cold water	2 tbsp. chopped pickle, or relish
1 $\frac{1}{2}$ cups boiling water	1 tbsp. grated onion
2 tbsps. lemon juice	1 tbsp. chipped pimienta
4 to 6 hard-cooked eggs, sliced	$\frac{1}{2}$ cup chopped celery

Soften the gelatin in cold water. Add boiling water, lemon juice and salt. When gelatin begins to stiffen, add other ingredients. Pour into a mold that has been rinsed with cold water, and chill firm. Serve with salad dressing on lettuce or other salad greens.

Substitute Recipes

Lemon-sponge Pudding

$\frac{3}{4}$ cup sugar	$\frac{1}{4}$ cup lemon juice
$\frac{1}{4}$ cup flour	$\frac{1}{2}$ teaspoon grated lemon rind
$\frac{1}{8}$ teaspoon salt	2 or 3 eggs, separated
1 tablespoon melted table fat	1 $\frac{1}{2}$ cups milk

Mix together sugar and flour. Add salt, fat, lemon juice, and lemon rind. Beat egg yolks well and add milk. Combine with sugar mixture. Beat egg whites until stiff but not dry, and fold into milk mixture. Pour into greased custard cups or a baking dish. Place in a shallow pan of hot water. Bake in a moderate oven (350 degrees F.) 40 to 50 minutes.

WAR FOOD ADMINISTRATION
Office of Marketing Services

Egg Campaign Kit

Women's Page Feature

If you're worried about what to serve in place of the meat you couldn't find, or the choose that takes a surprisingly large number of those precious red points, take a look at the "main course" egg recipes which are printed below.

They're tasty, filling, and an excellent nutritional substitute for both meat and cheese. High quality animal protein, iron, three of the B vitamins, and Vitamin A and D are among the nutrients added to every menu containing eggs. So for vitamins, as well as variety, try:

1. Eggs Creole

1/4 cup chopped onion	2 cups water
1/4 cup chopped green pepper	1 cup uncooked rice
2 tbsp. fat, melted	salt and pepper
2 1/2 cups tomatoes	6 eggs

Cook the onion and green pepper in the fat until onion is lightly browned. Pour in tomatoes and water; bring to boiling. Add the rice and cook slowly until rice is tender (25 to 30 minutes). Add more water if rice becomes dry. Season with salt and pepper. Drop in the eggs, cover, and simmer about 10 minutes or until eggs are firm. If preferred, instead of poaching the eggs, quarter 4 to 6 hard-cooked eggs and serve on top of the creole rice.

2. Shirred Eggs on Spinach

Place 2 cups hot cooked spinach in a greased baking dish. Season with salt and pepper and a little fat. For added flavor, stir in a little chopped, cooked bacon. Drop eggs on top, sprinkle with bread crumbs and bake in a moderate oven (350°F.) 20 to 25 minutes, or until eggs are firm and the crumbs browned. Serve at once. If desired, sprinkle grated cheese over the crumbs for the last 10 minutes of baking.

3. Eggaroni

2 tbsp. fat	2 tsp. minced onion
2 tbsp. flour	4-6 hard cooked eggs, quartered
2 cups milk	2 cups cooked macaroni
1 tbsp. horseradish	salt and pepper

Melt the fat and blend in flour. Pour in milk and cook over low heat, stirring constantly until thickened. Add horseradish, onion, eggs and macaroni; season with salt and pepper. Sprinkle with grated cheese if desired and serve on toast. For a baked dish, pour the mixture into a greased baking dish, top with fine, dry bread crumbs mixed with a little melted fat, and bake in a moderate oven 20 to 30 minutes.

